

**M**otocross World is a business that really values training and investing in its staff. During the last year the company has supported Operations Manager Marc Seaton to achieve an NVQ in Team Leading. He's now going on to complete a 'Chartered Management Institute' – CMI certificate with Heart of England Training. Not only that, Seff Ewing has achieved an apprenticeship in Customer Service and the company has recently taken on a further apprentice – Max Woon.

The Rugby based company which has been established since 1991 supplies parts for motocross bikes and offers 'high end' specialist race preparation including suspension and engine development for customers from across the UK and Europe. They have sponsored over ten British champions in the sport over the years. Company owner – Jason Cheetham has taken advantage of Government funded apprenticeship and Train to Gain training offered by Heart of England Training to improve the skills sets of his employees. Jason said

*“We pride ourselves in delivering excellent levels of customer service here; I think the people from all walks of business should be trained in customer service skills particularly in these difficult times. I'd recommend these courses to other businesses”.*

Marc 22 who has been with Motocross World for over five years has linked several business benefits to the qualifications he has achieved including reviewing and improving the company's Health and Safety provision and introducing a system for monitoring customer satisfaction. *“The experience has been great, I achieved fairly average grades at school and this qualification which is relevant to my job has given me extra confidence in my knowledge. Taking an NVQ myself has also enabled me to support Seff and Max with their work”.*

The business is bucking the economic downturn because motocross enthusiasts are reinvesting in their current bikes rather than splashing out on new ones.

**To find out more about funded training and apprenticeships contact Heart of England Training 0800 0281 576 or visit [www.hoet.co.uk](http://www.hoet.co.uk)**

## Training makes for better business



From left to right Jason, Marc, Max and Heart of England Training's Lynette Crane

## COMPETITION WINNER!

Congratulations to 16 year old Stacey Wilson from Ashlawn School & Science College in Rugby on winning our competition for a pair of tickets to a Girls Aloud concert at the NIA in Birmingham this June.

Stacey is joining Heart of England Training when she finishes school to enrol on our Beauty Therapy e2e course.



Matthew Barry presenting Stacey Wilson with her Girls Aloud Tickets

# Achievers and thanks to employers

## Beauty Therapy Advanced Apprenticeship

Nina Vara  
Stacie Fagan  
Sabina Shah  
Aisha Gultasab  
Kerry Foster  
Cara Lillystone  
Jessica Riley

## Beauty Therapy Apprenticeship

Rachel Louise Smith  
Victoria Herbert  
Kerri Anne Quinn  
Jade Matthews  
Holly Jane Clark  
Mellisa Manani  
Ashleigh Marie Jackie Kennerk  
Jodie Flanagan  
Cheryl McIntyre  
Hanna Purlau  
Jaya Karavadara  
Leanne Palmer  
Joanna Moore  
Natalie Dougan  
Claire Mills  
Jade Victoria Harris  
Baljinder Mawi  
Sarah Collier  
Sophie Kinnaird  
Georgia Samantha Merry  
Blencowe

## Business Administration Advanced Apprenticeship

Peter Masih  
Sophie Palmisciano  
Daisy Alexandra Evans  
Tina Patel  
Stephanie Timms

Dawn Marie Pedel  
Jamie Lee Roach  
Ella Holt

## Business Administration Apprenticeship

Micol Greselin  
Alison Brierley  
Stacey Burrell  
Daniel Cameron Cooper  
Jenny Louise Prickett  
Tamar Dickens  
Aysha Bhayat  
Carley Ashton  
Nicola Louise Greenaway  
Lucy Bunton  
Ali Akhtar  
Danielle Ryan  
Chelsi Jade Edwards

## Hairdressing Advanced Apprenticeship

Stacey Dumbleton  
Danielle Watson  
Fiona Breckenridge  
Katie Rose Charlotte Nation  
Victoria Bache  
Sarah Bishop  
Corrine Forder  
Rebecca Everard  
Laura Jade Haines  
Tarnya Gilbert  
Rebecca Behinain  
Steph Pardoe

## Hairdressing Apprenticeship

Samantha Blackburn  
Eva Jane Willbond  
Victoria Emma Hinchcliffe  
Leah Shakespeare  
Thomas Strugnell  
Alexander Cook

Jade O'Sullivan  
Sophie Edwards  
Jodie Davies  
Kay Scannell

## Customer Service Advanced Apprenticeship

Tessa Skryme  
Sarah Edge

## Customer Service NVQ Level 2

Carl Goddard  
Melissa Acton

## Beauty Therapy NVQ Level 1

Kira Chalmers  
Leigh-Ann Mandara  
Kimberley Tanner  
Keryn Marie Wilson  
Sheridan Louise Horner  
Neelam Gouind  
Jade Howe  
Mickey Ryan  
Misha Gopaul  
Kash Chouhan  
Donna Robinson

## Beauty Therapy NVQ Level 2

Sue Dovey

## Hairdressing NVQ Level 1

Aimee Gardener  
Jemma Brown  
Sunera Khan  
Khalia Warren  
Erika Baker  
Emily Lovell  
Ashleigh Humphrey

Aimee Ward  
Kayleigh Thomas  
Georgina Gibbs  
Kirstie Holt  
Sophie Gaines  
Sandi Gilchrist  
Jennie Toulson  
Stephanie Gibbs  
Jade Roxburgh  
Laura Furniss  
Shannon Dalton  
Kirsty Stevens

## Business Administration NVQ Level 1

Joseph Smith

*Thank you to the following employers of this issue's achievers for your support*

479 Hair Design  
Absolute  
Achillies  
Alberico  
Angel  
Apex Stainless Fasteners  
BTG Civils  
Carl Flavell  
Cawthorne and Wright  
Chaplins  
Cheveral Hair  
Clipso  
Coventry City Council  
Cutting Co  
Cutting Crew (Solihull)  
Dawn Newcombe  
Dennis Michael  
Divas  
Essential Hair  
Excutive Salon Ltd  
Flyntz  
Gatehouse Salon  
Gianni

Goodyear Dunlop  
H W Coates  
H2O  
Hair Design  
Hair Gallery  
House 2 Home  
Icm Ltd  
Infusion Hair  
Kool Kutz Krew  
La Croix (Wigston)  
Lanza Hair Design  
Lawrence Antony (Oxford)  
M and M Hair  
M&G Hair  
M.I.B International Ltd  
Mario's Hair Studio  
Marsella's Hair Design  
Martanne  
Matthew Charles  
Milward Brown  
Minarik  
New Image  
Newmans Estate Agents  
Nota Bene  
Paul Fredrick  
Professionals  
Profit for Training  
Rayners Hair  
Recruit Employment Services  
Reef Hair  
Richard Wallace  
Richardson's  
Samantha Jones  
Scissor Sisters  
Shapes Hair  
Simon Paul  
Solo  
Sue Davis Hair Company  
Syer Hair and Beauty  
Tete a Tete  
The Cut Above  
The Hair Studio  
The Hairshop  
Ungaro Hair Styles  
Wallace Hairdressing  
Whitefriars Housing  
Whites Hair  
Witheringtons

## You've asked for it!

We're always trying to improve and we really appreciate your honest feedback about anything to do with our company from the training services that we offer, our staff, our customer service, resources etc. Here are just some of the actions that we've taken recently from your suggestions...

**Beauty Therapy students asked to - change the white tunic with black trousers to a new colour as the white goes grey after time.**

**We have - decided to change to a navy uniform including navy shoes and a navy tabard. The learners are extremely happy with this choice.**

**Students at Rugby Business Administration training centre asked for improvements in the restroom facilities.**

**We have - refurbished the ladies rest room.**

## GLITZ HAIR SHOW 2009

One of our partner salons 'Glitz hair design' are presenting their hair show on 17 June 2009 at Vice Versa in Loughborough, Leicester. All proceeds from the event will be going to the Rainbows charity. Please call Petra on 01530 814520 for more information.

## Staff News



Jean Ayrton with her flowers

Good luck and best wishes to **Jean Ayrton** - Business administration recruitment advisor in Coventry who left us on Thursday 02 April 2009 to retire. Good luck and best wishes to **Judy Cooper** - Beauty therapy

recruitment advisor in Birmingham who left the company on Friday 10 April 2009 after 3 years to support her husband. Also, good luck and best wishes for the future to **Avril McCoy** - accounts department who left us on Tuesday 31 March 2009 after 13 years with the company to retire.



Avril McCoy on her final day

## NEW STAFF

Welcome to **Hannah Ashford** - Leicester Hairdressing, **Fiona Breckenridge** - Leicester Hairdressing, **Natalie Keogh** - Hairdressing trainer/assessor in Rugby and **Shirley Morgan** - Beauty Therapy Assessor in Leicester.

Welcome back from maternity leave to **Anne Marie Davies** - Business Administration external assessor in Coventry & Warwickshire.

## NEW ROLES & VENTURES

Congratulations and good luck to **Aisha Gulsalab** in her new role as trainee assessor for Birmingham Beauty therapy programmes and to **Tiffany Anderson** in her new role as trainee assessor for Rugby Beauty therapy programmes.

Congratulations to **Leanne Taylor** on the birth of her baby daughter **Amalie Mary** who was born on Tuesday 24 February 2009 weighing 8lb 1/2oz and **Elizabeth Morgan** on the birth of her baby daughter **Jasmine Betsy** who was born on Monday 2nd February 2009 weighing 7lb 14oz.



Leanne Taylor with Daughter Amalie Mary



Jasmine Betsy

Also, congratulations to **Kate Humphrey** on the birth of her baby daughter **Harriet**.

## A dream comes true for Rachel



Rachel Chadwick is delighted with the progress that she is making with training to qualify in hairdressing.

33 year old Rachel from Shepshed attends New Fields Community Opportunity Centre where she is working towards her own personal 'person centered plan' which sets the goals that she wants to achieve. One of these goals is to work in a hairdressing salon and Rachel has been gaining valuable experience with 'Absolute' since 2007.

With the support of salon owner Carol Wilmot and Trainer/assessor Samantha Davies she is making good progress towards an NVQ qualification having worked on a variety of jobs in the salon including health and safety, reception and shampooing. "Rachel learns well through a variety of teaching methods and experiences" says Samantha.

## COMIC RELIEF 2009

Staff and learners at Rugby Business Administration training centre baked and sold cakes to help raise over £50 for Comic Relief. They baked a range of cakes from chocolate fudge brownies to red nose fairy cakes and everybody had a fantastic day.

Staff and students at Birmingham hairdressing worked together to raise £225 for the charity. They held fancy dress days, did sponsored activities and received donations to help reach the final figure.

"We were overwhelmed with the desire from students to help raise money for those less fortunate than ourselves" said Keith.



Rugby Business administration training centre manager - Keith Blundell pictured with learners from the centre

## Beauty Students help the community

Nine Students at Birmingham Beauty therapy training centre spent a day at a local nursing home performing mini manicures, mini make-up and nail art activities. The feedback from the day was outstanding and residents at the Hodge Hill Grange Care Home are eager for another visit and another pampering from the students.





# Any Other Business?

## EMPLOYERS...

Are you making the most of funded training opportunities?

Extra man power....

- Could an Apprentice make a difference to your business?

Training for your current staff....

- Do you have any new staff in the 16+ age bracket that you'd like to train & develop through the Apprenticeship program?

Help another company and earn yourself a bonus....

- Do you know of another company that might be interested in our training? **Recommend them to us and if they use our services we'll give you a £25.00 gift voucher!!!!!!**

## LEARNERS...

Learn even more....

- Would you like to take additional qualifications?

Help someone and earn yourself a bonus....

- Do you have a friend or colleague who fits the criteria above? **Recommend them to us and if they start one of our courses we'll give you a £25.00 gift voucher!!!!!!**

## TRAINING CENTRE CONTACTS

	HAIRDRESSING	BEAUTY THERAPY	BUSINESS ADMINISTRATION, CUSTOMER SERVICE, IT, MANAGEMENT
RUGBY	Lorraine Wells 01788 544146 07841 604086 lorraine@hoet.co.uk		Lynette Crane 01788 553501 07841 604084 lynette@hoet.co.uk
COVENTRY	Julie Ord 02476 223442 07841 604088 Julie@hoet.co.uk		Lynette Crane 02476 630703 07841 604084 lynette@hoet.co.uk
LEICESTER	Leanne Davies 0116 2512 343 07841 604087 Leanne.davies@hoet.co.uk	Kate Taylor 0116 2512 343 07500 083142 Kate.taylor@hoet.co.uk	Heidi Deacon 0116 2512 343 07500 079459 Heidi.deacon@hoet.co.uk
BIRMINGHAM	Matt Ellis 0121 236 8595 07827 319190 Matt.ellis@hoet.co.uk	Matt Ellis 0121 633 7463 07827 319190 Matt.ellis@hoet.co.uk	Contact head office 0800 0281 576 info@hoet.co.uk



Heart of England Training Ltd

Head Office: Eleven Arches House, Leicester Road, RUGBY, CV21 1FD

Tel: Rugby - FREEPHONE 0800 028 1576 • Fax: Rugby - 01788 552957 • E-mail: info@hoet.co.uk

HEART OF ENGLAND TRAINING IS AN EQUAL OPPORTUNITIES EMPLOYER



WORK BASED LEARNING AND APPRENTICESHIPS ARE FUNDED BY THE LEARNING AND SKILLS COUNCIL